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Originality, Authenticity, and Relevance of Content

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Creation and Development of a Specialized Tourist Product Based on the Features of Attractiveness, Originality, Authenticity, and Relevance of Content

Abstract

In tourism practice, specialized tourist products are often developed unsystematically, based on various entrepreneurial ideas. Most specialized tourist products created in this way do not achieve satisfactory sales. An analysis of successful, globally recognized specialized tourist markets has shown that they are developed systematically. The systematic development of a specialized tourist product implies that the idea is only the starting point. The idea of a new specialized tourist product needs to be developed using selected features. The paper presents an original model that practice in the development of specialized tourist products. The model is based on the features of attractiveness, originality, authenticity, and relevance of the content.

The paper presents a model based on a business case of tourism commercialization of the Roman general Lucius Artorius Castus, who was born and buried in Podstrana near Split, Croatia. According to the findings of several researchers, the war journey of this Roman general in England inspired the creation of the legend of King Arthur. The research was conducted using a descriptive analysis of secondary data. The research employed a descriptive analysis of secondary data. It focuses on examining the author's model for developing a specialized tourist product. The primary research problem centers around justifying the broader application of this model in tourism practice to support the creation of new specialized tourist products.

Key Words: Tourism, Specialized Product, Artorius, Arthur

JEL Classification: Z32, Z33, M31

Introduction

Recent research has shown that today's tourists give preference to destinations that offer authentic content when choosing where to travel (Buhalis et al., 2019; Cooper, 2021; Hall et al., 2020). Tourists' attention is attracted by offers that are based on historical stories and local legends (Jakšić-Stojanović et al., 2021). Combining history and local legends establishes a platform for the development of new, specialized tourist products (Šerić et al., 2024). The commercialization of historical facts with an original marketing story contributes to the attractiveness of a tourist destination (Šerić et al., 2024). Such contents have the potential to become destination icons (Jakšić-Stojanović et al., 2020). Indigenous destination icons implement local identity in the tourist image, which contributes to the differentiation of the destination in the global tourist market. (Buhalis et al., 2019; Cervova et al., 2021).

In tourism practice nowadays, in the development of specialized tourist products, the focus is most often on the idea (of the entrepreneur), and the final tourist content is rarely developed systematically without adhering to defined characteristics. (Šerić et al., 2024). The importance of historical and other features that contribute to the impressiveness of a specialized tourist product is often neglected (Buhalis et al., 2019; Cooper, 2021; Hall et al., 2020). The subject of this research is the features of a specialized tourist product that contribute to its long-term sustainability and attractiveness among the tourist public. The analysis is based on the project for developing the dual destination icon the dual destination icon of Lucius Artorius Castus and King Arthur in Podstrana near Split, Croatia. The research problem is focused on ranking the importance of features recommended in the development of specialized tourist products. The model's proposed characteristics were validated through their application in a series of specialized tourist product development initiatives (Šerić et al. 2024). For clarity, in this paper the term '**tourist product**' refers to a specific offer (e.g., King Arthur Heritage Museum, Artorius Restaurant); '**tourist content**' refers to the components of that offer (e.g., themed evenings, exhibitions, menu items); and '**destination icon**' refers to the symbolic element, tangible or intangible, through which a destination is identified, such as the archaeological legacy of Lucius Artorius Castus or the legend of King Arthur.

This study adopts a qualitative, exploratory approach, using a case study methodology focused on the Podstrana destination. Such a method is appropriate for identifying and analyzing phenomena that have been underexplored in existing tourism literature. This research serves as a conceptual groundwork for future quantitative studies. The research was conducted through a descriptive analysis of secondary data following the archaeological find of the tombstone of Lucius Artorius Castus in Podstrana, a small town near Split in Croatia. These findings confirmed that this Roman general lived and was buried in Podstrana (Cambj, 2025). The research is further grounded in the proceedings of two international scientific conferences held in Podstrana over the past decade. The first conference examined archaeological findings related to the life and death of Lucius Artorius Castus, while the second explored the potential of integrating King Arthur stories and legends into the tourist offer of Podstrana. These findings were supplemented by research by several scientists from Great Britain, the USA, Italy, and more, who have been engaged for years in researching both the archaeological legacy of Lucius Artorius Castus

and the emergence of the King Arthur legend. The scientific credibility and consistency of these works provided the basis for testing the features of the model presented in this paper (Faggiani, 2025; Gidolow, 2025; Hunt, 2025; Malcor, 2025). Reconnaissance research, carried out through consultation with the Podstrana Tourist Board, involved examining visitor statistics, promotional campaigns, and local development plans. The analysis confirmed that the dual destination icon of Lucius Artorius Castus and King Arthur has been strategically promoted and has contributed to a continuous increase in tourist visits in recent years. The purpose of the research is to demonstrate, through the management of this dual destination icon, the potential of applying multiple features in developing a sustainable, specialized tourist product, rather than relying on sensationalism. Two common ways that are recognized in the practice of creating new specialized tourist products around the Mediterranean Sea (see Fig. 1) (Šerić et al. 2024).

Figure 1. Long-term sustainability of the competitiveness of a specialized tourist product over time, concerning what it is based on



Source: Authors, 2025.

The use of content-driven marketing narratives is a recognized strategy in specialized tourist products that have consistently engaged the tourist public for over a decade (Šerić et al., 2024). Variations observed in the management practices of specialized tourist products point to a set of general principles that should be followed, regardless of the specific strategic approach employed (Buhalis et. al., 2019). The purpose of this research is to methodologically examine and justify the integration of multiple defining features in the development and commercialization of specialized tourist products, with particular emphasis on the strategic use of content marketing narratives as a strategic tool.

Following the research findings, empirical evidence of using an established model in the development and management of a new specialized tourist product is presented. The main research question, **RQ 1** – *Does the use of different features in the development and management of a specialized tourist product significantly accelerate its acceptance and foster tourist loyalty?* – will be tested by auxiliary research questions:

- **RQ 1.1.** *To what extent does a historical or scientific foundation enhance the credibility and effectiveness of the marketing narrative for a new specialized tourist product?*
- **RQ 1.2.** *What is the significance of the originality of the marketing story of a new specialized tourist product?*

- **RQ 1.3.** *What is the significance of the authenticity of the marketing story of a new specialized tourist product?*
- **RQ 1.4.** *What is the significance of the contemporary relevance of the marketing story of a new specialized tourist product?*

In this paper, the case of Podstrana as a dual-destination icon, associated with Lucius Artorius Castus and King Arthur, is analyzed to evaluate the strategic role of various elements used in shaping the marketing narrative and developing specialized tourism offerings. In a subsequent stage of research, the proposed model will be quantitatively validated through surveys among visitors to Podstrana. Such an approach will allow for statistical confirmation of the qualitative findings presented here and enable further refinement of the conceptual framework.

2. Literature review

The development and management of specialized tourist products has been increasingly researched over the past decade (Cooper, 2021; Mugauina et al., 2020; Hall et al., 2020; Ianioglo et al., 2020; Buhalis et al., 2019). Tourism trends, desires, and expectations of tourists are changing (Girish, 2020; Goosling et al., 2020; Hall et al., 2020). Increased competition among tourist destinations requires the innovation of an integrated destination offer with the aim of more intensive differentiation (Šerić et al. 2024). Specialized tourist products are the basis of destination differentiation. Original, new specialized tourist products assume the existence of certain usable resources. Modern tourists are particularly interested in content related to local traditions. Despite originality, not all new specialized tourist products manage to achieve significant commercial potential and encourage the loyalty of tourists who decide to try them (Buhalis et al., 2019; Šerić et al., 2024). This prompted preliminary research to determine the contribution of different features used in the development of new specialized tourist products. Following participation in the design, creation, and commercialization of several different specialized tourist products, and a review of recent scientific literature, it was determined that originality is often used. By using the feature of originality, the new content is attempted to be presented as something new on the market. In addition to this, the feature of historical and scientific foundations, indigenusness, and topicality of the marketing story of the new specialized tourist product have also been recognized in some practice. In this context, each of these features will be theoretically analyzed individually.

2.1. Originality of a new specialized tourist product

The originality of a new specialized tourist product is common in many analyzed business cases (Cooper, 2021; Hall et al., 2020; Buhalis et al., 2019; Melović et al., 2019). It has become a standard because most new specialized tourist products are created in response to a specific entrepreneurial idea to offer something new to visitors during their stay, thereby encouraging additional spending. In doing so, it is often not considered whether originality is sufficient to encourage tourists to spend more. When we add to this the realization that much of the new specialized tourist content is developed unsystematically, it should not be surprising that many of these offers are not adequately recognized or accepted by tourists. Consequently, the income from the sale of a new

tourist product is lower than expected (Šerić et al., 2024). The destination resource that is the basis of a new specialized tourist product is often not a sufficient incentive for the growth of annual visitation to the destination and therefore needs to be commercialized in various ways, but the originality of the new content is not always sufficient in itself to encourage additional spending by visitors (Šerić et al., 2024).

2.2. Historical and scientific foundations, proofs of a new specialized tourist product

The historical basis of a new specialized tourist product has recently been considered during creation (Šerić et al. 2024). In previous decades, many destinations offered were based on cultural and historical resources, but without an appropriate marketing story (Vitner Marković et. al., 2011). Tourists usually visit a cultural and historical attraction only once. After visiting it, they do not show interest in visiting again (Cooper, 2021). It is difficult to particularly fascinate tourists by forcing historical facts related to a cultural and historical destination resource. This does not mean that the historical basis of a new specialized tourist product should be ignored. Younger tourist segments are beginning to predominate numerically in the total mass of consumers, so as visitors in tourism (Holendova et al., 2024; Melović et al., 2024; Milaković et al., 2023; Pranić, 2011). Younger tourist segments are interested in historically based local stories and legends, especially if they represent part of the destination's identity (Šerić et al., 2024).

Good practice in managing the development of specialized tourist products indicates that care should be taken to whom and in what way something is offered, as well as what is important and what is offered (originality). In previous decades, historical and scientific proofs were not considered because basic information about the cultural and historical heritage was often the only basis of destination image, but it was not used as a resource for the development of new specialized tourist products, especially not connecting local legends with that (Šerić et al. 2024). Today, tourism stakeholders are noticing that the historical and scientific foundations of a new specialized tourist product with the identity of a destination strengthen the visibility of the offer on the global tourism market, in addition to attracting the attention of visitors. The historical and scientific proofs of a new specialized tourist product should be used intensively in the promotion of a destination because they contribute to the growth of tourist visits (Šerić et al., 2024).

2.3. The authenticity of a new specialized tourist product

Today, tourism agents are aware that the authenticity of some destination offers contributes to its attractiveness and competitiveness (Ianioglu et al., 2020; Buhalis et. al., 2019). As a result of this, destinations are increasingly encouraging the development of authentic, specialized tourist products. By analyzing several specialized tourist products on the eastern Adriatic coast, the authors determined that in recent times, the content of new tourism offers is sometimes based on authenticity. But it is forgotten that the offer should be adapted to new tourism trends (Šerić et al., 2024). The authenticity of a specialized tourist product contributes to the global visibility of a destination, but not necessarily to the loyalty of visitors to the destination, especially if the alignment of the

integrated destination product with current tourism trends is neglected (Buhalis & Sinarta, 2019; Cooper, 2021).

2.4. The relevance of a new specialized tourist product

The relevance of a new specialized tourist product assumes that it is aligned with recent tourism trends (Buhalis et al., 2019). A systematic approach to the development and management implies that the offer and content are adapted to one (or more) of the current tourism trends. The relevance of a specialized tourist product defined in this way is one of the important prerequisites for its long-term sustainability on the market (Šerić et al. 2024; Buhalis et al., 2019). A systematic approach to the development of a new specialized tourist product assumes the flexibility of its content. The flexibility of the content that will be offered to tourists allows for adaptation to one (or more) of the current tourism trends (Cervova et al., 2021). The content of the tourist offer adjusted to trends is relevant to tourists, which contributes to the growth of demand for it, and indirectly to the competitiveness of the destination where it is offered. This is especially visible today because visitors instantly put their photos as impressions of the destination they are staying in on their social networks (Šerić et al. 2024). Tourists want to present themselves in a trendy way, they want to try out trendy content, and show off their photos on social media. This behavior leads to viral promotion of new destination content, so as the touristic destination (Holendova et al. 2024; Cooper, 2021; Ianioglu et al., 2020).

According to recent research by ignoring the relevance of a new specialized tourist product will have negative consequences on the dynamics of its acceptance by tourists (Šerić et al. 2024). The relevance of the tourist offer should be viewed in the context of links with originality, historical facts, and authenticity. Only such an approach is a prerequisite for sustainable, continuous growth in demand and visits, and thus the sales to the destination (Cooper, 2021; Jakšić-Stojanović et al., 2021; Melović et al., 2019). Growing global awareness of climate change has resulted in increased tourist interest in activities based on the use of renewable energy sources that are offered with high environmental standards (Hall et al. 2020).

Comparable attempts to integrate history and legend into destination development can be observed elsewhere, for instance, in British Arthurian heritage sites (e.g., Tintagel, Glastonbury) and in several Mediterranean destinations where myth and history are combined in tourism narratives. However, these practices usually emerge from individual entrepreneurial initiatives or fragmented strategies rather than from a systematically applied feature-based framework. Similar patterns have been identified in Croatian destinations, where the creation of specialized tourist products often relies on unsystematic approaches driven primarily by entrepreneurial ideas without long-term methodological grounding. In contrast, the systematic integration of multiple features, as proposed in this study, provides a structured and sustainable model for developing specialized tourist products, strengthening both competitiveness and long-term visitor loyalty (Šerić et al., 2024).

3. Research

Given the exploratory and qualitative nature of this study, the research does not include quantitative data but instead relies on descriptive analysis of the Podstrana case to illustrate the role of the identified features in specialized tourist product development. The visibility and tourist image of Podstrana, a small tourist town near Split, have changed significantly over the last decade through the use of the archaeological discovery of the tombstone of Lucius Artorius Castus in local tourist attractions (*events, hiking, climbing, cycling tours, actor plays, gastronomy, etc.*). This archaeological finding proves that this Roman general was born and lived in Podstrana until his death after his military career. He was also buried in Podstrana (*Cambj, 2025*). As a result of these facts, Lucius Artorius Castus has been used as a recognizable destination icon of Podstrana. Based on historical facts, this destination icon was expanded through two scientific conferences where papers and research were presented, proving the authenticity of archaeological findings and the foundation of the legend of King Arthur on the military campaigns of Lucius Artorius Castus in Britain (*Faggiani, 2025; Gidlow, 2025; Hunt, 2025; Malcor, 2025*). By linking it to the legend of King Arthur, a dual destination icon was created, which stimulated additional interest from the global tourist public. The number of visitors is growing, particularly from the United Kingdom, given their emotions related to the legend of King Arthur. This is an argumentation of the key features used in the creation and management of various specialized tourist facilities in Podstrana that are based on this dual-destination icon.

3.1. Originality landmark

The originality of a new specialized tourist product significantly depends on the creativity of the team of marketing experts who develop it. Creativity contributes to originality even more if the content is authentic. Linking some legends created based on the life of a historical person represents an innovative marketing approach of combining history (*reality*) and fiction (*legend*). However, such a marketing story used for various tourist content offers wider possibilities of commercialization and adaptation to tourist trends. In the case of this dual-destination icon, historical facts are not limitations for ideas, because when reality stops, the legend continues. It should only be taken into account that not all tourist segments will be interested in all the offered tourist content (*intensity of physical activities, annual period of visiting the destination, etc.*).

Historical facts related to Lucius Artorius Castus set certain frameworks in the creation of tourist content. By combining history with the legend of King Arthur, everything becomes possible. This dual destination icon confirms the feature of originality of the touristic and marketing story in Podstrana. Lucius Artorius Cast has become a historical part of the Podstrana image thanks to archaeological findings. The potential of a dual destination icon that combines historical facts related to Lucius Artorius Castus with the legend of King Arthur is reflected in the wide possibilities of commercialization (*also a possibility of benchmarking with different tourist attractions offered in the United Kingdom*). Subside differentiation and originality are ensured by the historical link of the legend with a real person whose war campaign inspired the creation of the legend of King Arthur.

3.2. Historical and scientific foundations landmark

The history of a destination is the foundation of its identity. The transformation of historical facts into destination icons often occurs unconsciously in tourism practice. However, for such processes to be economically (tourism) efficient, a multidisciplinary approach is needed in the transformation of historical facts into new destination icons or new tourist content. New specialized tourist products can be developed based on fictitious characteristics of the destination, but the historical foundation of the marketing story contributes more intensively to attracting new visitors to the destination. The example of Podstrana and the use of a dual-destination icon, which is established historically, proves this. Today, Podstrana is also visited by tourists from countries where tourist arrivals were not recorded in previous decades. The number of tourists from the United Kingdom has increased in particular. Thanks to the combination of history and legend, various tourist content is being developed in Podstrana to create attractions. They are based on combinations of historical characteristics and components of the legend. This is how sports, recreational and gastronomic events, festivals, and meetings of followers of the legend of King Arthur, artistic plays, etc., are designed.

The dual-destination icon of Lucius Artorius Castus and King Arthur is growing into the most recognizable destination icon of Podstrana. Archaeological findings are evidence of the origin, life, and death of the Roman commander whose military journey inspired the creation of the legend of King Arthur. Published scientific papers from scientific conferences have argued the historical links of Lucius Artorius Castus with Podstrana and the legend of King Arthur (Faggiani, 2025; Gidlow, 2025; Hunt, 2025; Malcor, 2025). Scientifically proven facts are a relevant assumption for the implementation of the legend of King Arthur in the identity of Podstrana. Compared to the United Kingdom, where the legend of King Arthur is intensively valorized for tourism, Podstrana, by connecting this legend with the historical person on whose war journey the legend was created, enables wider possibilities of tourist attractions. History, defined by concrete facts, limits marketing creations in tourism, but it is an important starting point in the development of Podstrana's tourist offer.

3.3. Authenticity landmark

A dual destination icon that is also historically based is a long-term, sustainable personification of a tourist destination. Evidence of the origin of the marketing story related to the destination icon presupposes the authenticity of the tourist content based on it. The links of history and legend in the example of Podstrana are evidence that today, tourists choose destinations whose icons, image, and content not only stimulate intense emotions and experiences, but are also based on the local history. The local history gives authenticity to a tourist destination. The competitiveness of a tourist destination significantly depends on the impression of its authentic population. Authenticity implies the identity features of a destination in its tourist offer. The content context should be considered by understanding the causes of the aspirations, expectations, and desires of the targeted tourist segments. The tourist product portfolio of Podstrana has been developed for tourist segments that choose authentic destinations. Over the last decade, the average number of days of stay of tourists in Podstrana has increased. The choice of

destination to travel to, the period, and the duration of stay in Podstrana are correlated with the authenticity of the offer. Podstrana has seen an increase in visitors who primarily express interest in sites historically related to the life of Lucius Artorius Castus and events inspired by links to King Arthur. The contribution of these events to annual tourist visits is also evident outside the main tourist season. The destination offer, rich in indigenous content, has contributed to the growth of Podstrana's global visibility, attractiveness, and competitiveness among the tourist and academic public (two international scientific conferences were held).

3.4. Relevance landmark

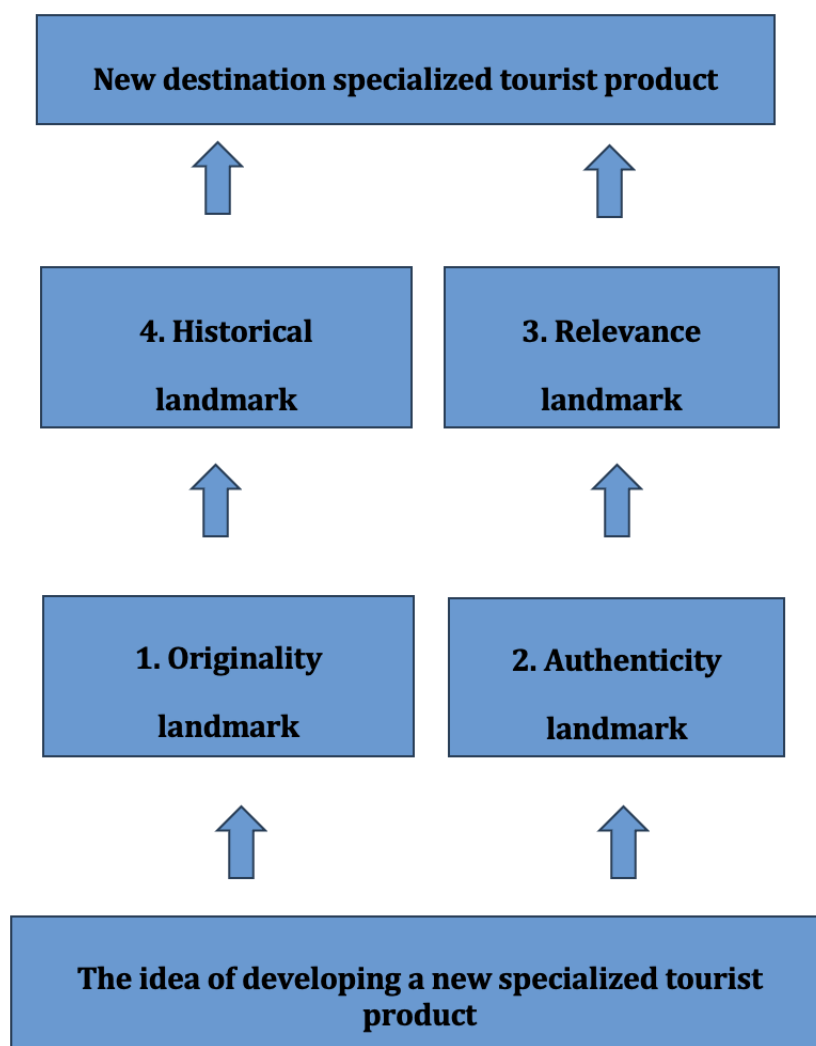
The commercialization of the legend of King Arthur has been confirmed in many destinations in the United Kingdom. The same legend is an example of touristic relevance thanks to extensive media promotion (books, films, events, souvenirs, etc.). The historical landmark of the origin of this legend, on facts related to the war journey of the Roman military leader in Britain (born in Podstrana), has enabled the connection of King Arthur with Podstrana, and thus the characteristic of topicality in the development of tourist content based on the same marketing story.

The characteristic of topicality of a new specialized tourist product implies adaptation to trends, especially in targeted emissive tourist markets. Stories and legends in the development of specialized tourist content are today a global tourist trend. Tourists choose a destination with an impressive identity based on stories and legends. After the archaeological find of the tombstone of Lucius Artorius Castus, there was no rush with tourist commercialization and the development of new tourist content. First, the tourist potential of this archaeological finding was analyzed in a broader marketing context, given the many archaeological artifacts in the Podstrana area (Split with Diocletian's Palace, old Salona, etc.). The tourist commercialization of ideas for new destination contents began after it was discovered that Lucius Artorius Castus's military campaign in Britain was the basis for the legend of King Arthur. The connection with this legend ensured the relevance of the development of specialized tourist content based on this dual-destination icon. The commercialization of the globally known legend in Podstrana also ensured additional differentiation and strengthening of the tourist attractiveness of this destination.

The relevance of specialized tourist content is a prerequisite for creating destination attractions. Combining historical facts with stories and legends in a globally recognizable destination icon ensured the relevance of Podstrana's tourist offer, because tourists are attracted by marketing stories that go beyond the framework of history and reality. The relevance of the development of specialized tourist products is a prerequisite for greater tourist demand. In Podstrana, some specialized tourist products are based on historical facts, others on legends, and others are a combination. Useful ideas for new tourist products can be found in the papers presented at two scientific conferences in Podstrana. Unlike British Arthurian and other Mediterranean heritage sites, where history and legend are combined in less systematic ways, the Podstrana case explicitly applies all four features, as illustrated (see Fig. 2). The use of all the mentioned features in the creation of specialized tourist products, in Podstrana, multiplied tourist visits, extended the average

stay of tourists, and strengthened the dedifferentiation and global visibility of the destination.

Figure 2. An overview of the use of multiple features in the development of specialized tourist products of Podstrana based on the dual destination icon Artorius Lucius Cast/King Arthur



Source: Authors, 2025

In the Podstrana business case, the significance and ranking of landmarks in the development of ideas for new specialized tourist products and their management are defined according to (Fig. 2) – originality about the content form and use of the dual destination icon (differentiation) is used as the primary characteristic. Authenticity, in terms of the links of the new destination icon with local customs and traditions, is ranked as the second most important characteristic. In Podstrana, relevance is practiced as the third most important characteristic for harmonizing new tourist content with tourism trends. The historical and scientific foundations characteristic is ranked as the fourth most important landmark because in this dual-destination icon, history and legend are

combined. In several scientific papers published in the Proceedings of two conferences held in Podstrana, historical findings related to the war path of Lucius Artorius Castus and its links to the emergence of the legend of King Arthur were argued.

The ranking model of landmarks by significance for the Podstrana business case should not necessarily be accepted as a general rule. Every tourist destination is a story for itself, but the experiences of Podstrana have proven that the foundation of each specialized tourist product on these characteristics is a guarantee of its long-term sustainability and good tourist response, and the creation of loyalty of visitors to the destination. In this business case, originality is recognized in the marketing story, the creation of a dual-destination icon, and the concept of joint use of history and legend. Authenticity is recognized by the links of history with local customs of the destination presented in events, gastronomic, and other specialized tourist products associated with this dual-destination icon. Relevance is the foundation of the trend of following the legend of King Arthur. Historical foundation scientifically argues the links of the content with real history and people used in the marketing story, and the held international scientific conferences related to Lucius Artorius Castus and the possibilities of tourist valorization of the legend of King Arthur in Podstrana.

Conclusion

This research aimed to explore whether integrating multiple features: originality, authenticity, relevance, and historical and scientific foundations in the development and management of specialized tourist products accelerates market acceptance and fosters tourist loyalty (RQ 1). The case of Podstrana demonstrated that such integration contributes significantly to the success and sustainability of specialized tourist products. Addressing RQ 1.1, the historical and scientific foundations were shown to enhance the credibility and effectiveness of the marketing narrative, especially by linking the figure of Lucius Artorius Castus to the globally recognized legend of King Arthur. This connection increased tourist interest and strengthened the marketing position of Podstrana. For RQ 1.2, the originality of the marketing story, combining historical facts with local legend, proved crucial in differentiating Podstrana from competing destinations. Originality attracted tourist attention and stimulated curiosity, leading to increased visits and engagement.

Regarding RQ 1.3, the authenticity of the offer, rooted in local history and traditions, was found to enhance the perception of credibility and appeal. Authenticity contributed to tourist satisfaction and loyalty, evidenced by increased repeat visits and growing interest in events tied to local history. Concerning RQ 1.4, the relevance of the tourism offer, ensured by aligning with contemporary trends in cultural storytelling and heritage tourism, maintained the attractiveness and competitiveness of the destination. This alignment supported sustainable interest and tourist demand. Incorporating multiple features into the design, development, and management of specialized tourist products is essential for the effective commercialization of destination resources. This approach also stimulates initial interest from tourists and contributes to the destination's image maintenance. In Podstrana, the integration of these four features has attracted interest from tourist intermediaries and investors, indirectly increasing the global visibility of the

destination. By strategically prioritizing these features, it is possible to harmonize historical facts with related legends, creating a more robust and appealing tourism offering.

A limitation of this research is the absence of quantitative methods. However, as tourism is fundamentally a social phenomenon, qualitative methods are well-suited for this exploratory stage of the research. The case study approach adopted in this study offers valuable insights into the use of originality, authenticity, relevance, and historical grounding in the development of specialized tourist products. Such an approach is suitable for initial exploration in areas that have been only modestly researched. While expanding the study to include quantitative methods, such as surveys of tourist attitudes, could provide further validation, it was beyond the scope of this paper. Instead, this research serves as a pilot phase that provides valuable conceptual and practical insights into a phenomenon that remains underutilized in tourism practice. Future research will build on these findings through the application of quantitative methods, allowing for statistical validation of the conclusions presented here.

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